

Amendments to the Specification

Please replace the paragraph at page 7, line 1 with the following paragraph:

Fig. 1 is an illustration of a toner cartridge 100 [[that]] for a laser printer (not shown). The toner cartridge 100 is particularly suited for the present invention and includes a housing 102 and a toner reservoir 104 that may be filled with laser printer toner. The toner cartridge 100 also includes a label 106 that contains information identifying the toner cartridge 100 to a user. The label 106 typically recites the name of the manufacturer, the model number of the cartridge, etc.

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Please replace the paragraph at page 14, line 11 with the following paragraph:

The customer communications field 322 information related to communications with the customer that owns the identified printing device. This information may be a log of telephone calls, e-mail messages, correspondence, etc.

15 This information can be used to evaluate the customer's attitude or likely attitude for receiving marketing, such as telephone calls. If the customer has [[a]] had a history of problems with a product, it may be decided that the customer wouldn't be receptive to some kinds of marketing techniques. Virtually any information related to the customer identified in the customer identification field 312 may be
20 stored in the customer communications field 322.